



Writing for the Web

For Anyone Who Teaches Writing or Who Has To Write Content for the Net

Writing for the Web is different from any other form of writing. You need to take into account such things as: Keywords, Search Engine Optimisation, length of stay per click, writing style, formatting, fonts and much more.

This course is designed for those who know what they want to say, but need more information on making the message count. It is also designed to raise your web profile and drive more traffic to your site.

For Teachers:

Teaching for reality situations is what using your language is all about. Learn what you need to know so that you can teach them.

For Others:

If you have to write for the web, then this is the course for you. Find out what you need to know to make your information count, be picked up by search engines and spiders and drive more traffic to your site.

Cost:



\$146 per person. Includes Morning Tea; Information Notes, Free CD of SEO Directories. Free e-books: Website Development; Traffic Conversion Secrets; Page Rank Paranoia; My SEO e-guide: List Building for beginners; Glossary of Search Engine Ranking Terms, World's Best Headlines.

Free Assessment of Your Current Site's Content & Presentation. *Certificate of Attainment* presented upon completion.

Packed FULL of information, assessment, advice, tips and suggestions to maximize your impact on the web.

A MUST DO Workshop

**Seminar Registration Form: Write-Ink ABN: 8946 721 5542
Please FAX back to: 02 6297 0606**

Name/s:.....
School.....
Address:.....
#of Persons Attending:.....
Contact Ph:.....
Payment Method: Credit Card   / School Tax Invoice
Credit Card #.....Exp Date.....
Signature:.....
Email:

N.B: Payment must be received at least 3 days before the course date. All payments are GST inclusive.

Program

◆ **8.30—9.00 Registration**

◆ **9.00—10.00 Session I**

- Introduction
- Interesting Facts re: the net
- Hard print vs web print
- Scanning vs Reading
- Style
- Content
- Formatting / Pagination
- Flicking / Surfing

◆ **10.00—10.15 Morning Tea**

◆ **10.15—11.45 Session II**

- Keywords
- SEO requirements
- SEO submissions
- Terms to avoid
- Maximising Use of Content

◆ **11.45—12.00 Conclusion**

- Distribution of CD—lists & directories of Search Engines; Useful tips; Free e-books and lists. Certificates
- Acknowledgements

◆ **12.00 Close**

Where: Queanbeyan Kangaroo Rugby League Football Club
Stuart Street Queanbeyan.
Acacia Room
When: Wednesday Nov 4 2009
Time: 8.30am—12.00pm

**Contact person: Adele Sims
0448 091 299
Phone: 02 6297 0606
Fax: 02 6297 0606
E-mail: support@write-ink.net**